



# STOP FOCUSING ON THE APPLICATION. START FOCUSING ON THE CUSTOMER.

IBM is helping mortgage lenders focus on their customers. By creating a more streamlined back office, they are able to provide a more predictable, reliable and consistent experience throughout the loan fulfillment process. **STOP TALKING START DOING**



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## Visit IBM in Booth 610 to Experience Winning Strategies for the New Age

IBM offers unparalleled experience and expertise in the banking industry and the most comprehensive range of IBM-hosted and on-premise delivered solutions and services for lenders.

IBM and our Business Partners are committed to helping lenders capitalize on innovation to become a more customer-focused enterprise, achieve operational efficiencies through progressive back office renovation, and leverage compliance and risk management in a way that creates new value for the business with improved business controls.

### Why IBM?

IBM is the “Best Strategic Partner” for any long-term, scalable solution for mortgage lenders because of our technology’s Utility / SOA-focused design, financial viability, and unparalleled ability to leverage third-party relationships.

- **Mortgage expertise** – IBM has deep mortgage industry expertise, including leaders with 20+ years experience in the mortgage field and the commitment to help lenders continually improve bottom-line profits.
- **Investing to be the Market Leader** - IBM has invested over \$1.3 billion in assets (eg. FileNet and Palisades acquisitions) and people to enable us to deliver world-class services for the lending industry.
- **Software** – Leading-edge, SOA-based mortgage software technologies.
- **Technology Infrastructure** – Unmatched technology infrastructure (including hosting, application management, development and data management).
- **Outsourcing** – Unmatched business process outsourcing experience and capabilities.
- **Systems Integration** – Market-leading systems integration capabilities.
- **Process and Labor** – Best-in-class mortgage processes supported by access to a low-risk global delivery labor model.

### For more information

To learn more about IBM’s mortgage capabilities, please contact your IBM representative or visit: [ibm.com/banking](http://ibm.com/banking) and [ibm.com/services/lender](http://ibm.com/services/lender)